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The image forming apparatus has an image bearing member, a transfer member for transferring an image from the image bearing member to a recording material, a fixing device for fixing an image onto the recording material, the fixing device having a heating member and back-up roller for forming a nip in cooperation with the heating member. In the image forming apparatus, the back-up roller has a conductive material containing layer, and a voltage applied to the transfer member when the recording material is a resin sheet is lower than a voltage applied thereto when the recording material is paper.